

Alberta Conservation Association (ACA)

Date: 2014-2015

Project name: Alberta Outdoor Adventure Guide iPhone app

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Project Leader: Colin Eyo

Primary ACA staff on this project: Colin Eyo

Partnerships: N/A

Key Findings

The *Alberta Outdoor Adventure Guide* app is an alternative way of providing the information contained in the print and web versions of the *Discover Alberta's Wild Side: Annual Outdoor Adventure Guide*.

App downloads increased the total number of users by 17 percent.

In-app notifications help us communicate relevant information about the recreational opportunities ACA creates, like stocked and aerated fishing ponds, new Conservation Sites, kid-friendly events, etc.

Introduction

The *Alberta Outdoor Adventure Guide* app provides people with an alternative to the printed Guide and web version. It makes planning and finding Conservation Sites where people can hunt, fish, forage and explore easier.

Methods

The app was launched in 2011 to give ACA another platform for expanding its reach. We advertise and promote the app to the general public through ads in our print publications, on our website and via social media.

During this fiscal year, we implemented one update to the app on June 9, 2014. We also use in-app notifications to let users know when ponds are stocked, when events like Kids Can Catch are happening, and a range of other information like berry picking locations, Report A Poacher, etc.

Results

The *Alberta Outdoor Adventure Guide* app grew by 17 percent (users increased from 34,141 to 39,997) between April 2014 and March 2015. The past year saw 5,856 downloads.

We sent out 16 in-app notifications in total. These included updates on the *Annual Operating Plan*, plovers, peregrines, all stocked ponds, Conservation magazine, berry picking, Report A Poacher, Taber Pheasant Festival, Kids Can Catch, and Nugent Pond.

Conclusions

The app continued providing users with an easy way to access information about hunting, fishing, foraging and exploring opportunities on Conservation Sites across Alberta. The app is also a great place

for ACA to send out pertinent information about our work and the services we provide to Albertans. For the next fiscal, we plan to move the app update schedule to coincide with the *Discover Alberta's Wild Side: Alberta Outdoor Adventure Guide's* new publication date of January 2016. There will also be some changes to the app to make finding sites even easier.

Communications

App update: June 9, 2014

Discover Alberta's Wild Side: Annual Outdoor Adventure Guide: promoted throughout, including logo placement on cover

Constant Contact: promoted in the April 2014 e-newsletter